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“What’s Up at 2013 ALA Conference?”

**Talking Points for Molly Raphael, 2011-12 ALA President
Library Leadership Conference 2013
Seoul, South Korea
29 October 2013**

- **Conference** is very large and complex
 - Over 26,000 attendees
 - 780 companies exhibiting – publishers, technology, furniture, equipment, supplies, etc. Vendors use the ALA Annual Conference to launch new products. Show floor is huge and takes many hours to see all of it.
 - “Auditorium Speakers” – authors and others presenting programs in the same area as where the exhibitors are.
 - Hundreds of programs on every topic you can imagine including many discussion groups. Programs are organized into tracts and there is a scheduler which helps attendees plan their schedules in advance.
 - Pre-conferences offer topics in depth (half day or full day): for example, sessions on “makerspaces”, digital media labs, crowdsourcing, leadership training, and others.
 - Orientation programs for new attendees to help you navigate the conference
 - Most programs in one place at the convention center but also free shuttle buses from hotels to convention center and from hotels to special events

- “Unconference” - a participant-guided experience that harnesses the unstructured conversations people usually have between conference sessions into the conference itself.
 - Using social networking tools especially Twitter during the conference
 - Tours of local libraries offered
 - Presentation of awards and prizes
- **Virtual Conference** one month later with some of same speakers – makes it possible for people who cannot travel to benefit from much that the conference has to offer. Less expensive registration and affordable group registration. 2013 Virtual Conference focused on experimentation and innovation.
- **Program Topics** include latest trends often with well-known leaders in the field; many simultaneous programs so most attendees find it difficult to get to all that they are interested in. Hot topics at 2013 ALA Conference included:
- e-books
 - advocacy
 - community engagement
 - demonstrating value of a library
 - operating in the digital world; maker spaces
 - social networking
 - leadership development
 - open access
 - diversity in the workforce, collections and services

